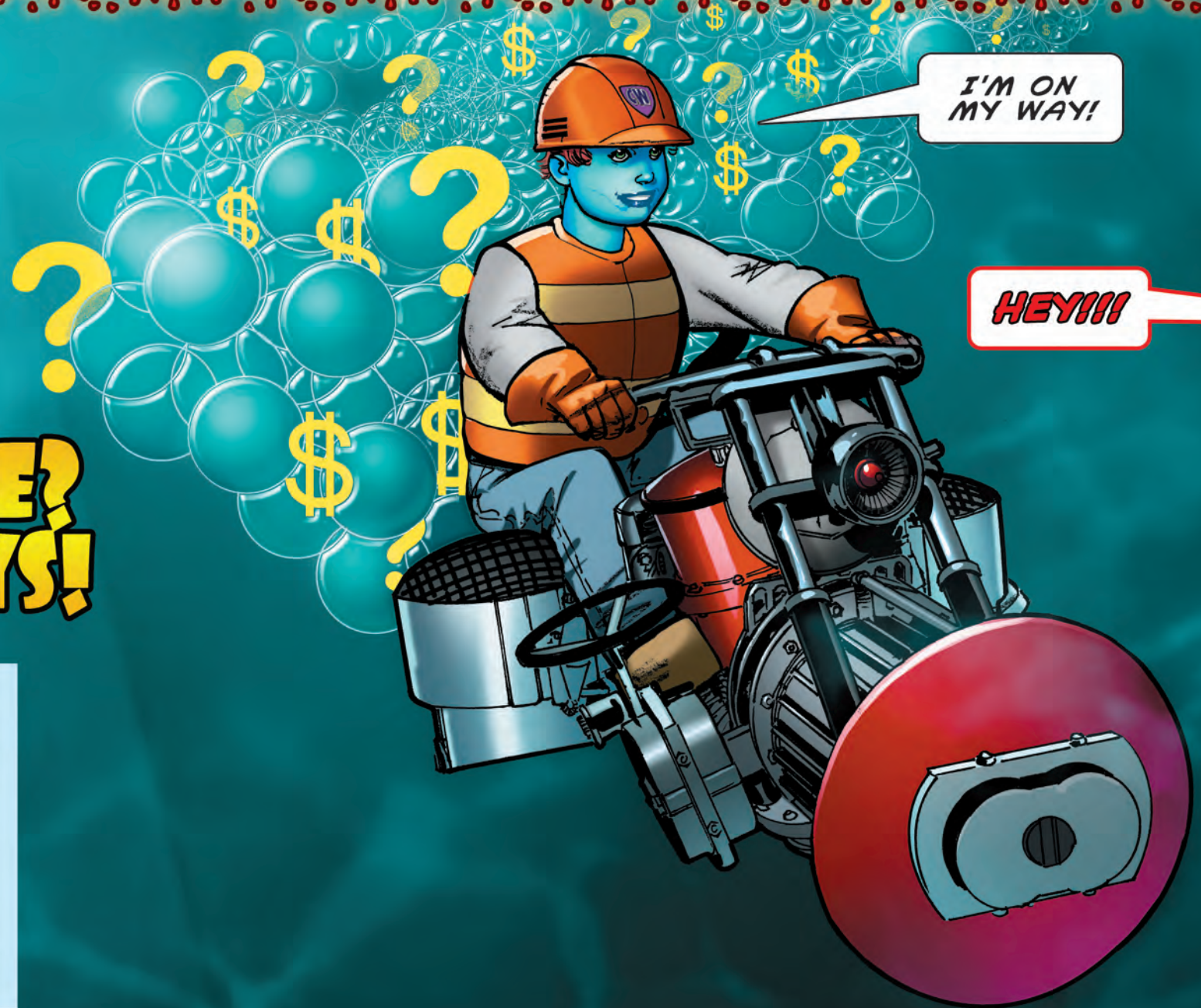


WATER WISE? WATER WHYS!


ALERT! ALERT! ALERT! ALERT! ALERT! ALERT! ALERT! ALERT! ALERT!



WATER WISE? WATER WHYS!

COURTESY OF THE

CAMROSA
WATER DISTRICT



BUILDING WATER
SELF-RELIANCE

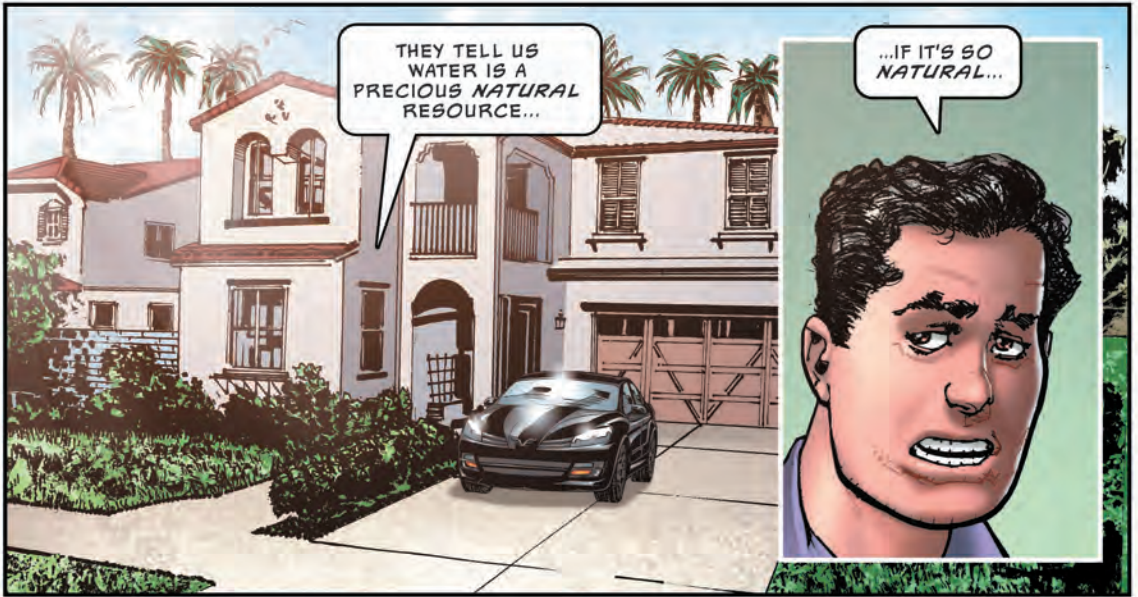
STORY & ART BY HOWARD CHAYKIN
Coloring: WIL QUINTANA
Lettering: KEN BRUZENAK

Created by:
Ian Prichard & Charlotte Lopez

Camrosa Water District
7385 Santa Rosa Road
Camarillo, CA 93012

805.388.0226

www.camrosa.com



THEY TELL US WATER IS A PRECIOUS NATURAL RESOURCE...

...IF IT'S SO NATURAL...

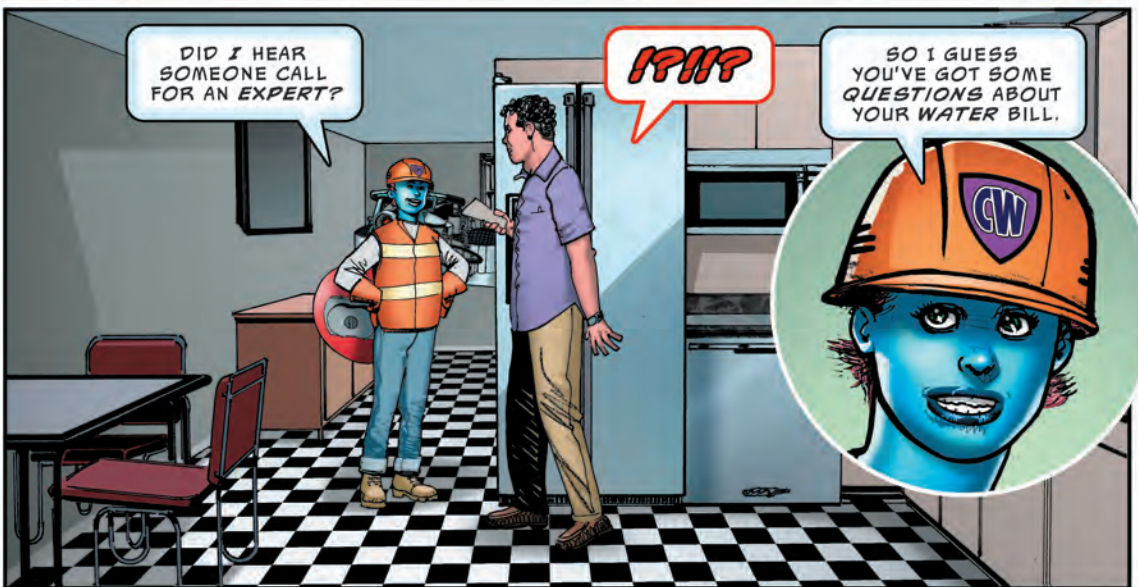


...HOW COME WE HAVE TO PAY THIS MUCH FOR IT?

I HAVE NO IDEA, JOHN--

--MAYBE YOU OUGHT TO CALL SOMEONE AND ASK AN EXPERT.

I'VE GOT ERRANDS TO RUN.



DID I HEAR SOMEONE CALL FOR AN EXPERT?

??!!??

SO I GUESS YOU'VE GOT SOME QUESTIONS ABOUT YOUR WATER BILL.

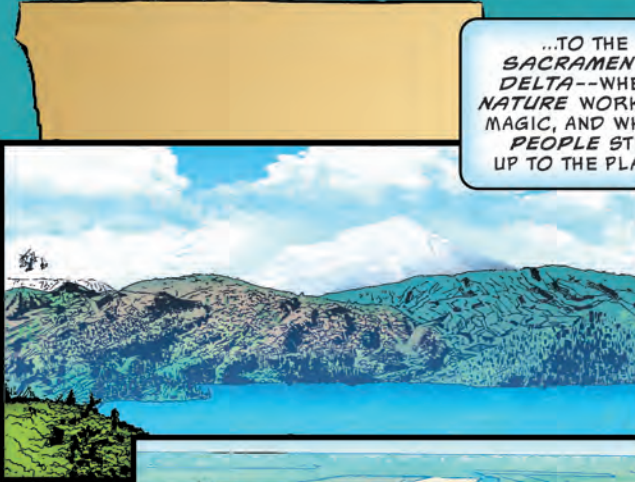
YOU BET, WATER IS A NATURAL RESOURCE...

...BUT IT TAKES A LOT OF TIME, ENERGY AND MONEY TO GET THAT PRECIOUS NATURAL RESOURCE FROM ITS SOURCE TO YOU.

YOUR WATER'S JOURNEY STARTS IN THE SIERRA NEVADA AND ITS MIGHTY RIVERS...



...TO THE SACRAMENTO DELTA--WHERE NATURE WORKS ITS MAGIC, AND WHERE PEOPLE STEP UP TO THE PLATE...

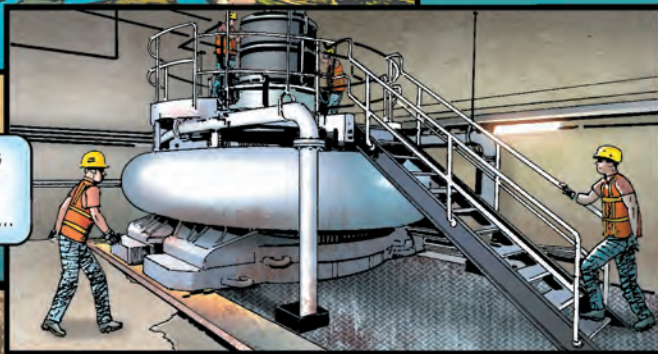


I HAD NO IDEA IT WAS SO COMPLICATED.

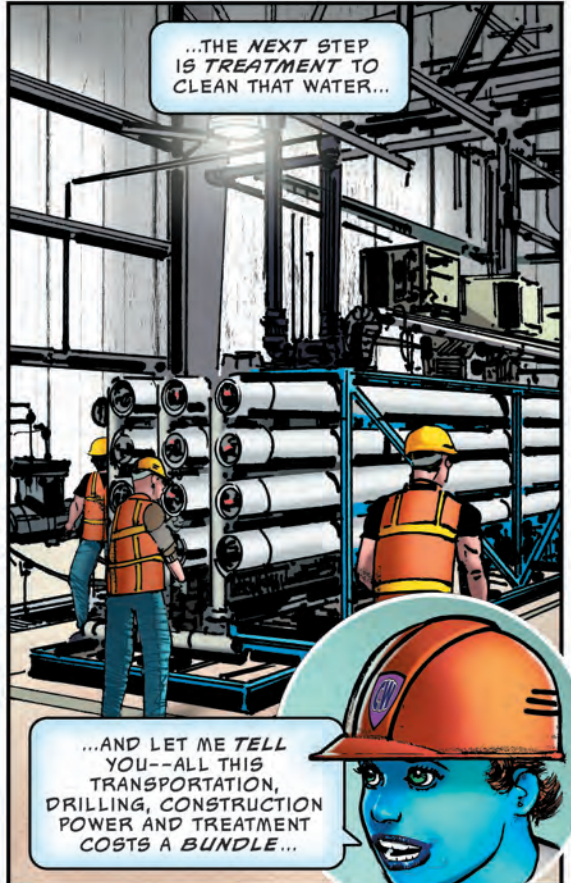
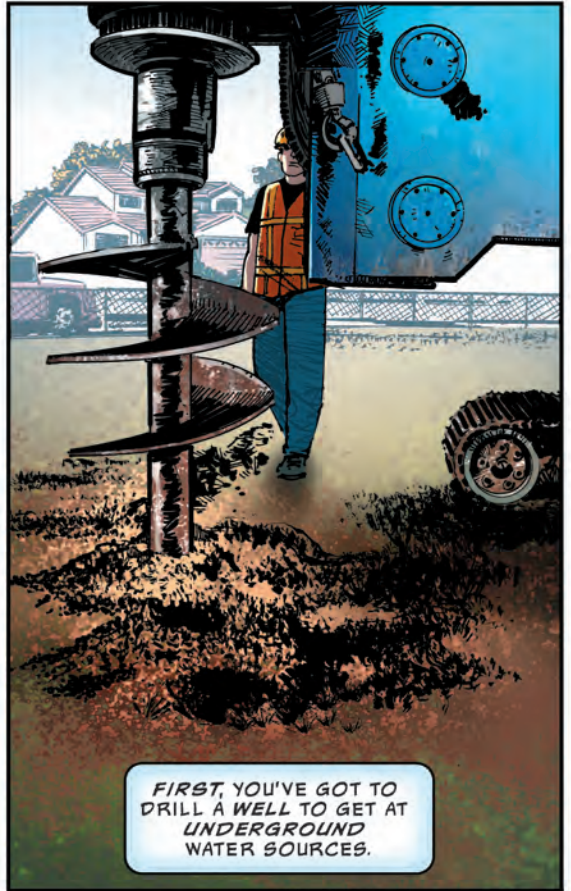
...TO HELP THAT WATER CONTINUE ITS FOUR HUNDRED MILE JOURNEY THROUGH THE CALIFORNIA AQUEDUCT...

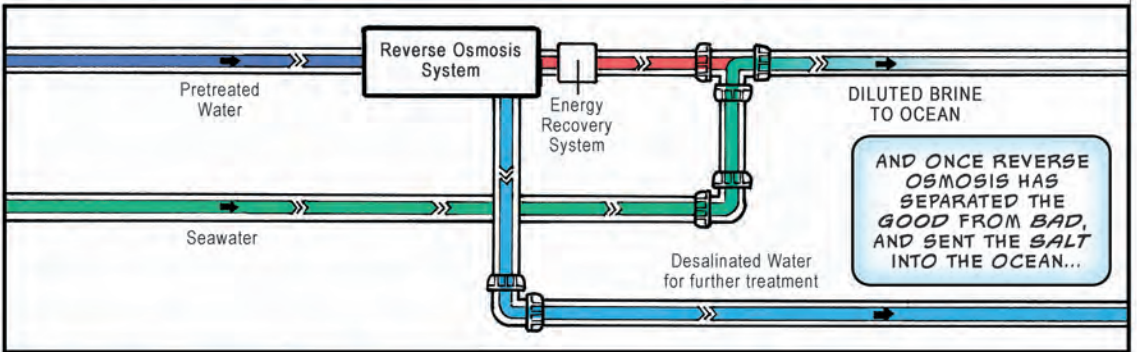
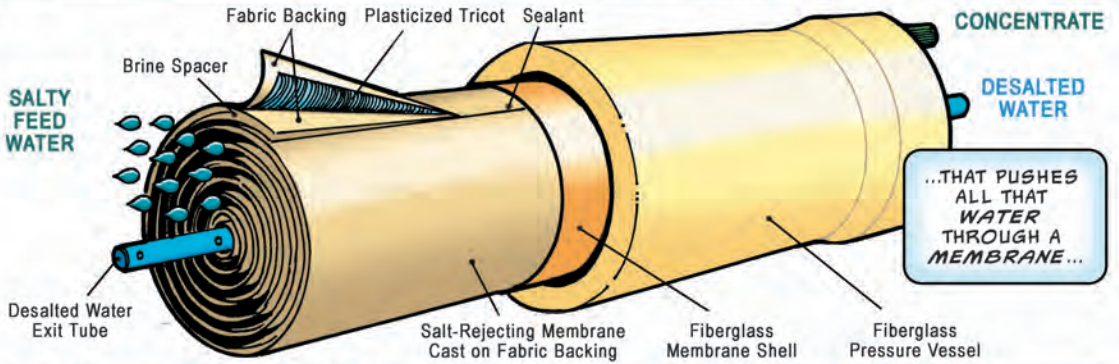
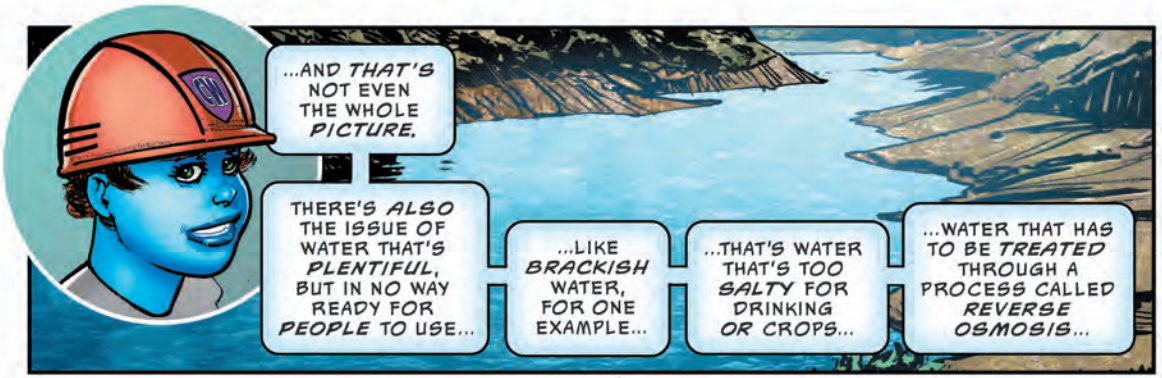


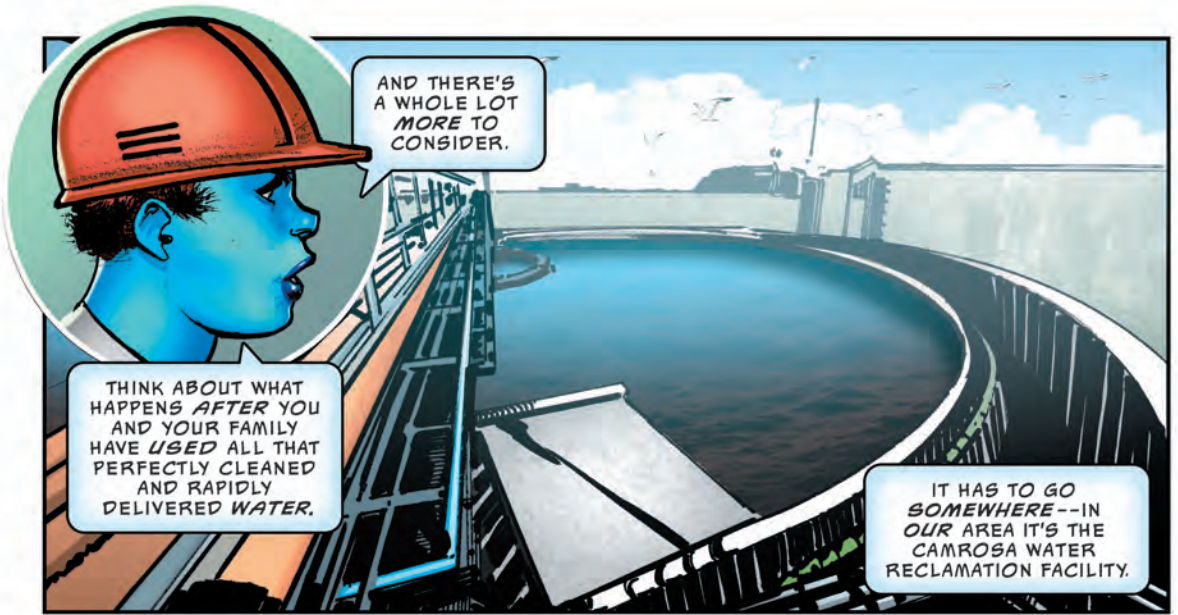
...WHERE IT'S PUMPED OVER THE GRAPEVINE...



...AND FINALLY PASSES THROUGH THE SANTA SUSANA TUNNELS TO GET TO VENTURA COUNTY.



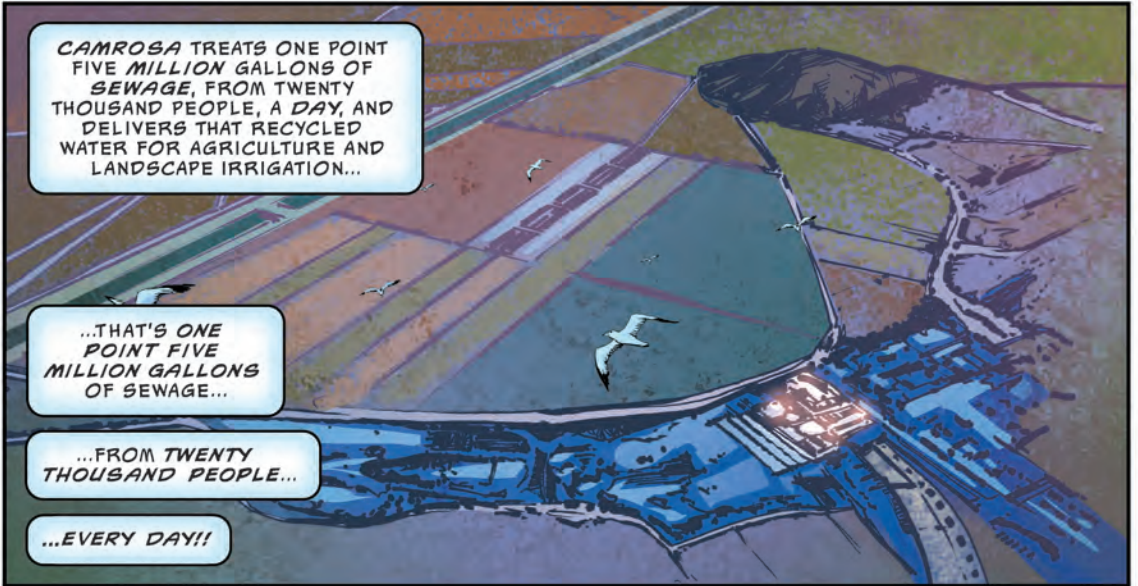




AND THERE'S
A WHOLE LOT
MORE TO
CONSIDER.

THINK ABOUT WHAT
HAPPENS *AFTER* YOU
AND YOUR FAMILY
HAVE *USED* ALL THAT
PERFECTLY CLEANED
AND RAPIDLY
DELIVERED WATER.

IT HAS TO GO
SOMEWHERE--IN
OUR AREA IT'S THE
CAMROSA WATER
RECLAMATION FACILITY.

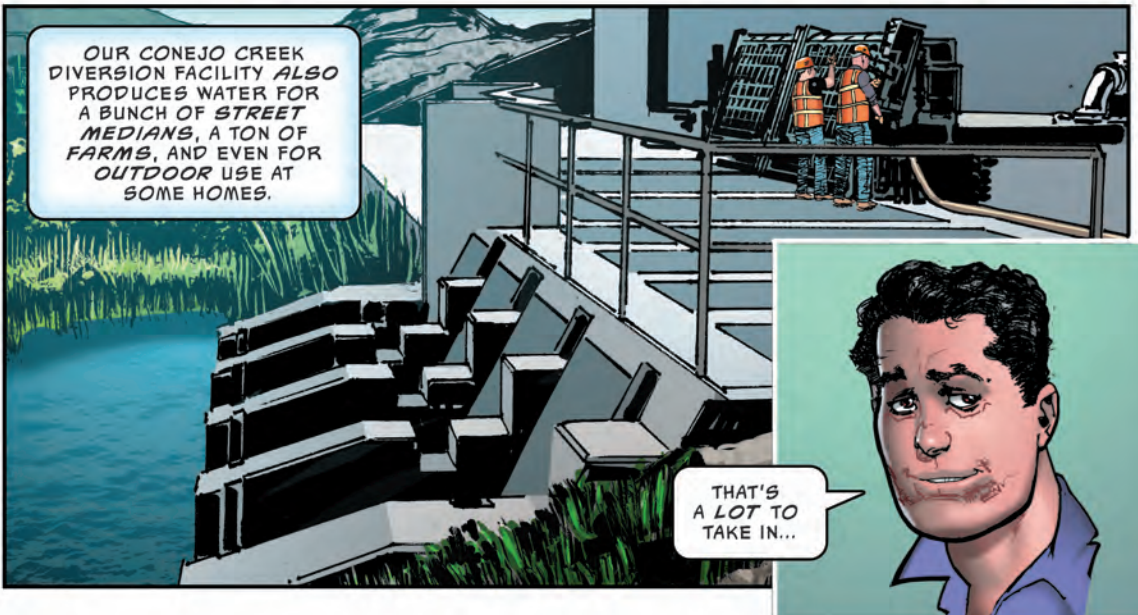


CAMROSA TREATS ONE POINT
FIVE MILLION GALLONS OF
SEWAGE, FROM TWENTY
THOUSAND PEOPLE, A DAY, AND
DELIVERS THAT RECYCLED
WATER FOR AGRICULTURE AND
LANDSCAPE IRRIGATION...

...THAT'S ONE
POINT FIVE
MILLION GALLONS
OF SEWAGE...

...FROM TWENTY
THOUSAND PEOPLE...

...EVERY DAY!!



OUR CONEJO CREEK
DIVERSION FACILITY ALSO
PRODUCES WATER FOR
A BUNCH OF STREET
MEDIANS, A TON OF
FARMS, AND EVEN FOR
OUTDOOR USE AT
SOME HOMES.

THAT'S
A LOT TO
TAKE IN...

THAT'S WHAT THE SEWAGE TREATMENT PLANT SAID...

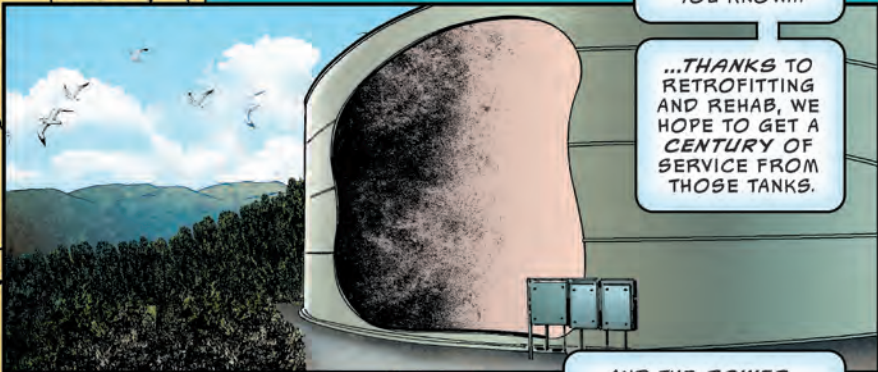
...AND I KNOW YOU'D HOPED WE WERE DONE, BUT THERE'S EVEN MORE.



RESERVOIRS DON'T CLEAN THEMSELVES, YOU KNOW...

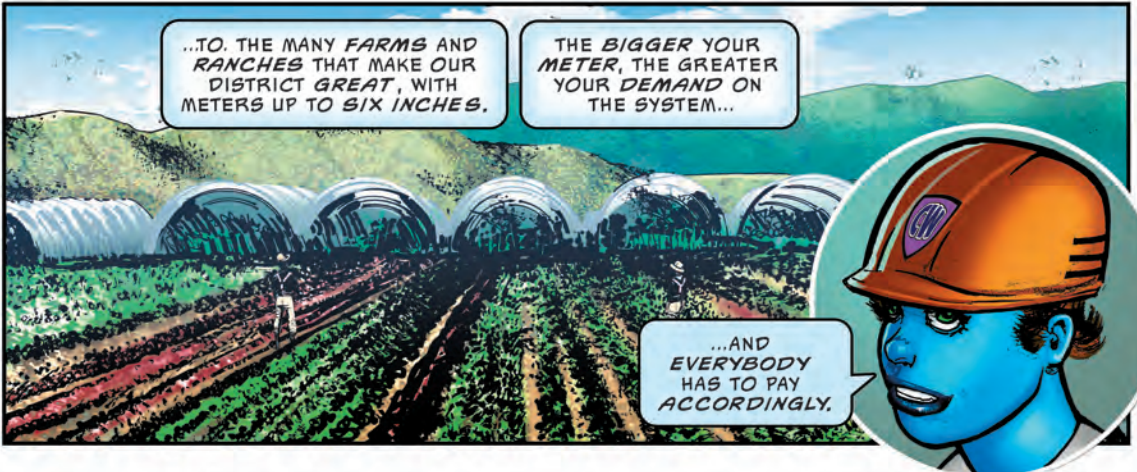
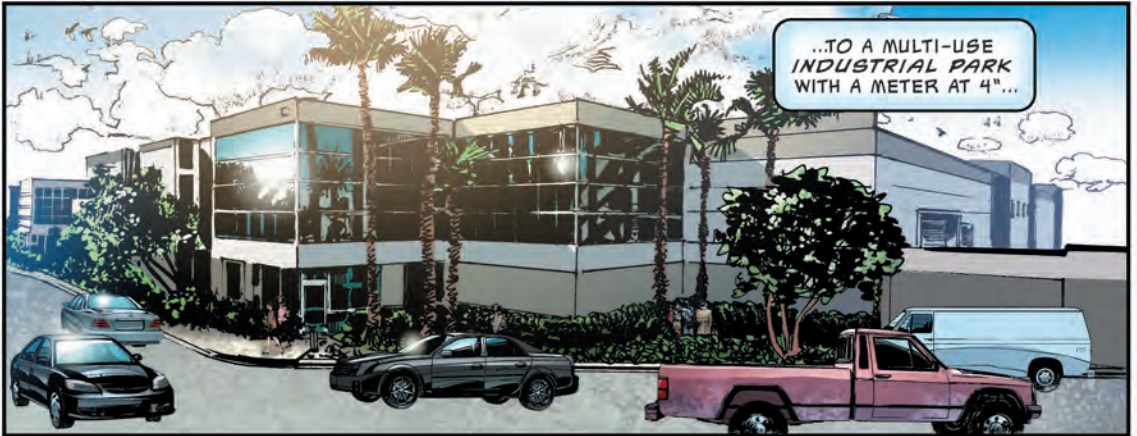
...THANKS TO RETROFITTING AND REHAB, WE HOPE TO GET A CENTURY OF SERVICE FROM THOSE TANKS.

AND THE POWER REQUIRED TO MOVE ALL THAT WATER THROUGH OVER TWO HUNDRED MILES OF PIPELINE JUST WITHIN THE DISTRICT...



...PIPELINES THAT NEED TO BE MAINTAINED BY CONSTANT UPKEEP...

...WE'RE TALKING MILLIONS HERE...





I GOTTA TELL YOU--THIS HAS CHANGED MY OUTLOOK.

AND FINALLY, ONCE YOU TAKE A LOOK AT WHAT YOU'RE PAYING FOR BOTTLED WATER, SODA, OR SOFT DRINKS...

...YOU'LL SEE THAT CAMROSA WATER IS PENNIES ON THE DOLLAR.

HONEY-- I'M HOME!

THANKS, CAMROSASPRITE!

JOHN--WHO ARE YOU TALKING TO?



SOMEONE WHO STRAIGHTENED ME OUT ON HOW LUCKY WE ARE TO BE CAMROSA CUSTOMERS.

LET ME TELL YOU ABOUT HOW IT ALL STARTS UP IN THE SIERRAS...



THE END

The mission of the Camrosa Water District
is to meet the current and future needs
of the community for water and
sanitary services.

Our products and services will be reliable,
affordable, responsive and of high quality.

At the same time, the District will
prudently manage and maintain the
District's assets, honor the public's trust,
and maintain public awareness and
confidence in the District's activities.

For more information,
including water use efficiency policies,
programs, and tips,
visit us at www.camrosa.com.

Follow us on Facebook and Twitter,
@CamrosaWater.